

See how Evalueserve IPR&D supports BASF’s Global IP Department



The IP Operational Services Team at BASF works closely with Evalueserve patent experts to ensure they offer flexible and efficient service to their internal clients.

Client

BASF

Interviewee

Gerhard Busch,
Head of Global IP Services

Business Challenges

Dealing with a high but variable volume of IP-related requests, including docketing, prosecution, patent and trademark filing, and cooperation contracts.

Evalueserve Solution

“Evalueserve is a reliable partner that understands our focus on business excellence and intelligent workflows. They handle a vast range of our IP admin tasks while our team focuses on other tasks, like digitalization.”

Evalueserve created an expert team that could adapt as needed, covering docketing and paralegal tasks. Evalueserve also brought in the expertise to optimize existing processes to ensure greater productivity.

Business Impact

“Having a partner like Evalueserve lets everyone work at their best.”

- Focus on essential tasks, including digitalization and the offering of new services expected by internal clients
- New portfolio integrations run faster
- Periods of higher demand are covered efficiently

BASF creates chemistry for a sustainable future. The world's leading chemical company combines economic success with environmental protection and social responsibility. Approximately 114,000 employees in the BASF Group work on contributing to the success of customers in nearly all sectors and almost every country in the world. BASF's portfolio is arranged into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas.

The Global IP department at BASF handles a whole range of IP-related requests, including prosecution, patent and trademark filing, freedom-to-operate and cooperation contracts. In addition to serving the needs of internal clients, the team works on forward-thinking projects, such as designing new services and digitalizing existing ones.

Business Challenge

BASF has always had the expertise and tools to handle the patent-related tasks required of them. However, during special projects, such as the integration of new acquisitions, it has proven challenging for the team to meet the additional demand, leading BASF to seek external support.

Mr. Busch explains: *"When actual administrative tasks are considered, the integration of an acquired portfolio means a sudden increase of emails from PTOs and law firms. Having a trusted partner to handle this work is invaluable."*



"Evalueserve helps us to be quick and flexible and most importantly, to provide the best service to our internal clients. Evalueserve is an excellent partner for us, sharing our values and taking the time to discuss new ideas with us."

Gerhard Busch
Head of Global IP Services, BASF

Evalueserve's Strengths

Mr. Busch says that BASF decided to work with Evalueserve because: *"We found Evalueserve to be transparent about their key expertise, fields of service and retention of personnel. That honesty is fundamental to good partnership. We were happy to hand over docketing and some other work packages to our new external partner"*

Evalueserve was quickly able to fit into the BASF patent workflow and helped to improve it. Mr. Busch states: *"There was very little onboarding needed. Evalueserve had the specific know-how that's critical for docketing work. Also, they were already familiar with the automated workflow system that we're using. To add even more value, Evalueserve had ideas that helped us optimize our processes, increasing our service efficiency."*

Evalueserve Solution

After a needs analysis, Evalueserve set up a flexible team with the necessary expertise. A series of workshops clarified the client-to-Evalueserve workflows for both sides. The Evalueserve team includes onshore and offshore members, and is structured to draw on a wider pool of experts that know the client and workflow, so that rapid ramp-up is always possible.

Benefits Achieved

BASF is extremely satisfied with the cooperation with Evalueserve. *"The expert team at Evalueserve complemented our internal capacities so everybody could work at their best."*

Mr. Busch is also convinced of the benefits: *"Bringing Evalueserve on board provided us with the opportunity to focus on other tasks, like digitalization. We wouldn't have the human resources for everything we do without Evalueserve."*

Evalueserve – powered by mind+machine

Evalueserve is a global professional services provider offering research, analytics, and data management services. We are powered by mind+machine – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks.



For any other information about Evalueserve and its services:
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